

My proposal - **Blur Pixel: Photo & Video Editor**

The name keeps all the advantages of the original version “Blur - Photo & Video Editor”: high relevance for the keyword “**blur**” and clear understanding for users searching for an app to blur photos or videos.

At the same time, adding the word “**Pixel**” (associated with *pixelate*, emphasizing the pixelation feature) makes the name more unique and memorable.

Having “**Blur**” as the first word makes it more intuitive for users searching for blur-related apps (since “blur” is a more frequently searched function than “pixelation”), emphasizing that the app’s main focus is the blur feature.

This combination improves brand recognition without losing SEO effectiveness and remains readable, simple, and memorable in App Store search results.

Users immediately understand that the app deals with **blurring and pixelating** photos and videos, while the name stands out among dozens of similar “Blur” apps.

A similar naming idea can be seen in the app “**Point Blur: blur photo editor**” (Android, see screenshot), which has over **10M+ downloads**.